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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/877,974	HOSEA ET AL.	
	Examiner	Art Unit	
	Andrew Y Koenig	2611	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on ____.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-69 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) Claim(s) ____ is/are allowed.
- 6) Claim(s) 1-69 is/are rejected.
- 7) Claim(s) ____ is/are objected to.
- 8) Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on ____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. ____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. ____.
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date <u>See continuation</u> .	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: ____.

8/31/01, 2/26/02, 05/07/04

DETAILED ACTION

Claim Objections

1. Claim 30 recites the limitation "said sites" in line 5. There is insufficient antecedent basis for this limitation in the claim. Accordingly, "said sites" will be interpreted as "sites."
2. Claim 31 recites the limitation "said database" in line 1. There is insufficient antecedent basis for this limitation in the claim. Accordingly, "said database" will be interpreted as "a database."
3. Claim 34 recites the limitation "the iTV Service Provider point of presence" in lines 2-3. There is insufficient antecedent basis for this limitation in the claim. Accordingly, "the iTV Service Provider point of presence" will be interpreted as "an iTV Service Provider point of presence."

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

- (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.
- (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claims 19, 22-25, 28, 32-37, 42, 45-47, 50, 52, 54, 56, 57, 59, 64, and 67-69 are rejected under 35 U.S.C. 102(a/e) as being anticipated by U.S. Patent 6,088,722 to Herz et al. (Herz).

Regarding claim 19, Herz teaches content profiles describing the video programs (col. 10, ll. 15-29) and targeted advertisements (col. 30, ll. 18-38, col. 42, ll. 42-63), wherein each of the content profiles contains mathematical values representing the weighted significance of characteristics of the video programming, which equates to information containing instructions with user profiles for the advertisement. Further, Herz teaches determining which advertisements should be displayed to the users and displaying the advertisements to the users (col. 6, ll. 43-63).

Regarding claim 22, Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract). Accordingly, Herz teaches gathering user requested content from iTV interactions, such as programs requested and watched, correlating content-associated profile information with the user requested content information, and developing a profile of the user based on the information (col. 6, ll. 43-63).

Regarding claim 23, Herz teaches comparing profiles containing demographic information (col. 12, ll. 7-25, col. 35, ll. 27-29).

Regarding claim 24, Herz teaches demographic information comprising age (col. 49, ll. 46-50).

Regarding claim 25, Herz teaches demographic information comprising gender (col. 49, ll. 46-50).

Regarding claim 28, Herz teaches comparing profiles containing psychographic information (col. 12, ll. 7-25, col. 35, ll. 27-29).

Regarding claim 32, Herz teaches monitoring programs the user views made by the user while watching television (col. 26, ll. 20-33).

Regarding claim 33, Herz teaches a set top multimedia terminal (col. 26, ll. 20-33), which equates to a set top box.

Regarding claim 34, Herz teaches sending all of the watched programs (e.g. claimed requests) and transmitting the profile and viewing requests to the headend (col. 42, ll. 42-63), wherein the headend equates to an iTV Service Provider point of presence.

Regarding claim 35, Herz teaches associating program requests with a user and storing the program requests in a database (col. 48, ll. 37-51).

Regarding claim 36, Herz teaches updating an existing user profile (fig. 1, step 112).

Regarding claim 37, Herz teaches averaging program viewed to the existing user profile (col. 15, ll. 20-27).

Regarding claim 42, Herz teaches selective advertising (col. 30, ll. 18-38, col. 42, ll. 42-63).

Regarding claim 45, Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract).

Regarding claim 46, Herz teaches clustering, which use viewers with similar profiles and provides recommendations accordingly (col. 12, ll. 7-25, col. 35, ll. 27-29).

Regarding claim 47, Herz teaches providing recommendations upon requests (col. 47, ll. 9-30).

Regarding claim 50, Herz teaches a memory for storing a program (col. 46, ll. 56-59), and a processor (906, col. 46-47, ll. 51-8) operative with the program to gather user requested content from iTV interactions, such as programs requested and watched, correlate content-associated profile information with the user requested content information, and develop a profile of the user based on the information (col. 6, ll. 43-63).

Regarding claim 52, Herz teaches associating program requests with a user and storing the program requests in a database (col. 48, ll. 37-51).

Regarding claim 54, Herz teaches selective advertising (col. 30, ll. 18-38, col. 42, ll. 42-63).

Regarding claim 56, Herz teaches selective advertising (col. 30, ll. 18-38, col. 42, ll. 42-63), which is clearly selected from a plurality of advertisements.

Regarding claim 57, Herz teaches a memory for storing a program (col. 46, ll. 56-59), and a processor (906, col. 46-47, ll. 51-8) operative with the program to gather user requested content from iTV interactions, such as programs requested and watched, correlate content-associated profile information with the user requested content information, and develop a profile of the user based on the information (col. 6, ll. 43-63).

Regarding claim 59, Herz teaches associating program requests with a user and storing the program requests in a database (col. 48, ll. 37-51). Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract). Accordingly, Herz teaches gathering user requested content

from iTV interactions, such as programs requested and watched, correlating content-associated profile information with the user requested content information, and developing a profile of the user based on the information (col. 6, ll. 43-63).

Regarding claim 64, Herz teaches monitoring programs the user views made by the user while watching television (col. 26, ll. 20-33) and developing a profile of the user based on the information (col. 6, ll. 43-63), wherein the information is stored on a computer readable medium.

Regarding claim 67, Herz teaches clustering customers together with similar profiles; further Herz teaches presenting programs to a cluster of individuals (col. 30-31, ll. 64-24, col. 35, ll. 6-29). Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract). Herz teaches monitoring programs the user views made by the user while watching television (col. 26, ll. 20-33), correlating content-associated profile information with the user requested content information, and developing a profile of the user based on the information (col. 6, ll. 43-63). Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract).

Regarding claim 68, Herz teaches adjusting the target group (col. 49, ll. 46-63), which clearly optimizes user responsiveness to the content.

Regarding claim 69, Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract). Accordingly, Herz teaches gathering user requested content from iTV interactions (claimed sniffer), such as programs requested and watched, correlating content-associated profile information

with the user requested content information (claimed profiler), and developing a profile of the user based on the information (claimed matcher) (col. 6, ll. 43-63).

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 1-4, 9-11, 17, 18, 30, 31and 51 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,088,722 to Herz et al. (Herz) in view of U.S. Patent 5,659,350 to Hendricks et al. (Hendricks).

Regarding claim 1, Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract). Accordingly, Herz teaches gathering user requested content from iTV interactions, such as programs requested and watched, correlating content-associated profile information with the user requested content information, and developing a profile of the user based on the information (col. 6, ll. 43-63). Herz teaches correlating the user profiles with other users (such as a clustering technique), but is silent on correlating the data with profile information from a rating service. Hendricks teaches correlating data with a viewer ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a viewer ratings

service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system.

Regarding claim 2, Herz teaches comparing profiles containing demographic information (col. 12, ll. 7-25, col. 35, ll. 27-29).

Regarding claim 3, Herz teaches comparing profiles containing psychographic information (col. 12, ll. 7-25, col. 35, ll. 27-29).

Regarding claim 4, Herz teaches the user-requested content is television programming (col. 6, ll. 54-59).

Regarding claim 9, Herz teaches providing advertisements (col. 30, ll. 31-38).

Regarding claim 10, Herz teaches providing advertisements based on the user profiles (col. 30, ll. 31-38).

Regarding claim 11, Herz teaches providing program recommendations based on the profile (col. 24, ll. 50-62).

Regarding claim 17, Herz teaches a memory for storing a program (col. 46, ll. 56-59), and a processor (906, col. 46-47, ll. 51-8) operative with the program to gather user requested content from iTV interactions, such as programs requested and watched, correlate content-associated profile information with the user requested content information, and develop a profile of the user based on the information (col. 6, ll. 43-63). However, Herz teaches correlating the user profiles with other users (such as a clustering technique), but is silent on correlating the data with profile information from a

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rating service. Hendricks teaches correlating data with a viewer ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a viewer ratings service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system.

Regarding claim 18, Herz teaches a memory for storing a program (col. 46, ll. 56-59), and a processor (906, col. 46-47, ll. 51-8), which clearly has a computer readable medium in order to process the instructions in the processor. Herz teaches gathering user requested content from iTV interactions, such as programs requested and watched, correlating content-associated profile information with the user requested content information, and developing a profile of the user based on the information (col. 6, ll. 43-63). However, Herz teaches correlating the user profiles with other users (such as a clustering technique), but is silent on correlating the data with profile information from a rating service. Hendricks teaches correlating data with a viewer ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a viewer ratings service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the

current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system.

Regarding claim 30, Herz teaches correlating the user profiles with other users (such as a clustering technique), but is silent on providing a database associating programs with demographic characteristics who have accessed programs (wherein sites equates to programs). Hendricks teaches correlating data with a viewer ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a viewer ratings service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system. Herz and Hendricks teaches a ratings database correlating user profiles with other profiles, but Herz and Hendricks are silent on teaching a database with demographic information. Official Notice is taken that having a database with demographic information is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination of Herz and Hendricks by using demographic information in the database in order to further establish the types of programming available to the user.

Regarding claim 31, Herz teaches correlating the user profiles with other users (such as a clustering technique), but is silent on correlating the data with profile information from a rating service. Hendricks teaches correlating data with a viewer

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ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a viewer ratings service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system.

Regarding claim 51, Herz teaches correlating the user profiles with other users (such as a clustering technique), but is silent on providing a database associating programs with demographic characteristics who have accessed programs (wherein sites equates to programs). Hendricks teaches correlating data with a viewer ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a viewer ratings service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system. Herz and Hendricks teaches a ratings database correlating user profiles with other profiles, but Herz and Hendricks are silent on teaching a database with demographic information. Official Notice is taken that having a database with demographic information is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify

the combination of Herz and Hendricks by using demographic information in the database in order to further establish the types of programming available to the user.

8. Claims 5-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,088,722 to Herz et al. (Herz) and U.S. Patent 5,659,350 to Hendricks et al. (Hendricks) in view of U.S. Patent 5,223,924 to Strubbe.

Regarding claim 5, Herz teaches the database being stored at the headend (col. 48, ll. 37-51), wherein the database associates a plurality of programs with content associated profile information of viewers (col. 25, ll. 45-64, fig. 1), but Herz and Hendricks are silent on receiving the database. Strubbe teaches downloading data into a database into the memory section (52, col. 4, ll. 17-26), which equates to receiving the database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz and Strubbe by receiving the database as taught by Strubbe in order to create a customized TV program database containing only programs of interest to the viewer (col. 2, ll. 6-8).

Regarding claim 6, the combination of Herz, Hendricks, and Strubbe teaches using a viewer ratings service database, which is clearly developed by a television program rating service.

Regarding claim 7, Herz teaches gathering information on program requests made by the user while watching television (col. 6, ll. 58-59).

Regarding claim 8, Herz teaches using weightings using an averaging algorithm (col. 15, ll. 21-27).

9. Claims 12-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,088,722 to Herz et al. (Herz) in view of U.S. Patent 5,848,396 to Gerace.

Regarding claim 12, Herz teaches the database being stored at the headend (col. 48, ll. 37-51), wherein the database associates a plurality of programs with content associated profile information of viewers (col. 25, ll. 45-64, fig. 1). Herz is silent on a URL as user-requested information. Gerace teaches building a profile and receiving a URL of the previously viewed web page and storing cookies (col. 6, ll. 48-52; col. 13-14, ll. 36-3). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using web-sites (URLs) as user requested information as taught by Gerace in order to provide targeted marketing to the user (Gerace: col. 2, ll. 30-34).

Regarding claim 13, Herz teaches the database being stored at the headend (col. 48, ll. 37-51), wherein the database associates a plurality of programs with content associated profile information of viewers (col. 25, ll. 45-64, fig. 1). Herz is silent on associating a plurality of URLs with profile information of users; Gerace teaches transmitting advertisements with contain URL for the advertisers depending on the selected programming, as discussed in the combination presented in claim 12. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using web-sites (URLs) as user requested information as taught by Gerace by storing the received data in the database of Herz in order to provide targeted marketing to the user (Gerace: col. 2, ll. 30-34).

Regarding claim 14, Herz and Gerace are silent on Web site rating service.

Official Notice is taken that the use of a Web site rating service is well known.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz and Gerace by using a web site rating service in order to accurately determine the content of the web-sites frequented by the user, thereby acquiring more detailed information of the user to better target the user with relevant programming and information.

Regarding claim 15, Herz teaches gather user-requested content of programs watched (col. 6, II.43-63). Herz is silent on gathering URL information; Gerace teaches using a URL to help target advertisements (col. 6, II. 48-52; col. 13-14, II. 36-3). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by gathering URL information as taught by Gerace in order to provide targeted marketing to the user (Gerace: col. 2, II. 30-34).

Regarding claim 16, Herz teaches using weightings using an averaging algorithm (col. 15, II. 21-27). Herz is silent on combining the URL into the search. Gerace teaches using a URL to help target advertisements (col. 6, II. 48-52; col. 13-14, II. 36-3). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using weighting with the URLs of Gerace in order to provide a comprehensive profile of the user thereby providing more targeted marketing to the user (Gerace: col. 2, II. 30-34).

10. Claim 20 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. U.S. Patent 6,088,722 to Herz et al. (Herz) in view of U.S. Patent 5,223,924 to Strubbe.

Regarding claim 20, Herz is silent on the acts of receiving, presenting, and using being carried out by a set top box. Strubbe teaches a database at the television receiver performing the acts of receiving, presenting, and using (as shown in figure 1, col. 3, ll. 9-16), which equates to a set top box. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by implementing the features in the set top box as taught by Strubbe in order to locally create a user profile for the user and provide targeted information directly to the user (Strubbe: col. 2, ll. 3-15).

11. Claim 21 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. U.S. Patent 6,088,722 to Herz et al. (Herz) and U.S. Patent 5,223,924 to Strubbe in view of U.S. Patent 5,659,350 to Hendricks et al. (Hendricks).

Regarding claim 21, Herz teaches a system for delivering programs, where each customer has a profile to effectively target programming (Abstract). Accordingly, Herz teaches gathering user requested content from iTV interactions, such as programs requested and watched, correlating content-associated profile information with the user requested content information, and developing a profile of the user based on the information (col. 6, ll. 43-63). However, Herz teaches correlating the user profiles with other users (such as a clustering technique), but Herz and Strubbe are silent on correlating the data with profile information from a rating service. Hendricks teaches

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correlating data with a viewer ratings service database (col. 16, ll. 57-60), which equates to profile information from a rating service database. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz and Strubbe by using a viewer ratings service database as taught by Hendricks in order to correlate buy information from existing programs to determine the outcome of programs within a particular genre not in the current line-up (Hendricks: col. 16, ll. 56-60), thereby increasing the revenue for the system.

12. Claims 26, 27, 29, 41, 43, 44, 49, 53, 55, 58, 60-62, 65, and 66 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,088,722 to Herz et al. (Herz).

Regarding claims 26 and 27, Herz teaches demographic information, but is silent on income and highest attained education level. Official Notice is taken that using income and highest attained education level is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by incorporating income and highest attained education level in order to further target programming towards the users.

Regarding claim 29, Herz teaches psychographic data, but is silent on user's interests. Official Notice is taken that using user interests is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the psychographic data of Herz by acquiring user interests in order to further modify and designate information for the user.

Regarding claim 41, Herz is silent on erasing records the user has viewed after developing the user's profile. Official Notice is taken that erasing records is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by erasing records in order to further efficiently manage the memory at the set top terminal, thereby reducing the necessary memory for the system.

Regarding claim 43, Herz teaches targeted advertising, but is silent on pop-up advertisement to a display. Official Notice is taken that pop-up advertisements are well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using pop-up advertisements in order to diversify the types of advertisements to present to the user thereby enabling the system to further target information to the user.

Regarding claim 44, Herz teaches selective advertising (col. 30, ll. 18-38, col. 42, ll. 42-63), but is silent on explicitly transmitting a video advertisement in the video stream. Official Notice is taken that transmitting a video advertisement in the video stream is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by transmitting a video advertisement in the video stream in order to provide commercial programming seamlessly to the user for the benefit of better marketing.

Regarding claim 49, Herz teaches providing recommendations in a guide format (col. 47, ll. 9-30). Herz is silent on displaying the favorite programs first. Official Notice is taken that changing the order of programming is well known in the art. Therefore, it

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would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by changing the order of programming in order to display the most relevant programming to the user, thereby reducing the viewer's effort to find the most desirable programming.

Regarding claim 53, Herz is silent on erasing records the user has viewed after developing the user's profile. Official Notice is taken that erasing records is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by erasing records in order to further efficiently manage the memory at the set top terminal, thereby reducing the necessary memory for the system.

Regarding claim 55, Herz teaches targeted advertising, but is silent on pop-up advertisement to a display. Official Notice is taken that pop-up advertisements are well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using pop-up advertisements in order to diversify the types of advertisements to present to the user thereby enabling the system to further target information to the user.

Regarding claim 58, Herz teaches sending all of the watched programs (e.g. claimed requests) and transmitting the profile and viewing requests to the headend (col. 42, ll. 42-63), wherein the headend equates to an iTV Service Provider point of presence. However, Herz is silent on an ISP point of presence server. Official Notice is taken that the use of an ISP server is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to

modify Herz by using an ISP server in order to facilitate in the communication of Internet data to the user, thereby diversifying and providing additional access to other communication networks.

Regarding claim 60, Herz teaches a headend, which equates to a local server computer for providing access to the user (col. 44, ll. 44-61). Herz teaches a set top multimedia terminal linked to the headend (claimed local server), monitoring accessed programs, and developing a profile based on the accessed data (col. 46-47, ll. 51-8). Herz teaches providing and transmitting advertisements based on the profile Herz is silent on a remote server providing and transmitting advertisements based on the profile. Official Notice is taken that the use of a remote server is well known in the art. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by using a remote server in order to distribute the processing load.

Regarding claim 61, Herz teaches a headend. Which has a local database containing associations of programs and profiles (col. 48, ll. 37-51).

Regarding claim 62, Accordingly, Herz teaches gathering user requested content from iTV interactions, such as programs requested and watched (col. 6, ll. 43-63).

Regarding claim 65 and 66, Herz is silent on computer readable medium is removable memory or a signal transmission. Official Notice is taken that storing programs on removable memory or transmitting a signal is well known in the art, such as storing programs on CD-ROMs or downloading programs over the Internet or cable systems. Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to modify Herz by storing programs on removable memory or a signal transmission in order to transmit information thereby enabling plural devices on using the same software thereby creating revenue by distribution.

13. Claims 38-40 and 48 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,088,722 to Herz et al. (Herz) in view of U.S. Patent 6,005,597 to Barrett et al. (Barrett).

Regarding claim 38, Herz teaches demographic categories associated with ratings (col. 12, ll. 7-25, col. 35, ll. 27-29), but is silent on confidence measures, such as filling in a value for a rating of a demographic category having a low confidence measure. Barrett teaches correlating interests and confidence of the information (fig. 3, col. 5, ll. 51-57), which reads on filling in a value for a rating of a demographic category having a low confidence measure. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by correlating interests and confidence of the information as taught by Barrett in order to further provide available information to the user, while targeting information of high desirability to the user.

Regarding claim 39, Herz teaches clustering customers together with similar profiles, further Herz teaches presenting programs to a cluster of individuals even when it may not match their particular profile (col. 30-31, ll. 64-24, col. 35, ll. 6-29), which equates to substituting information from another profile when there exists a low

confidence measure. Herz teaches performing this feature independent of confidence measures (e.g. when confidence is high and when confidence is low).

Regarding claim 40, Herz teaches clustering customers together with similar profiles, further Herz teaches presenting programs to a cluster of individuals even when it may not match their particular profile (col. 30-31, ll. 64-24, col. 35, ll. 6-29),

Regarding claim 48, Herz is silent on providing program recommendations when the television is turned on. Barrett teaches providing program recommendations when the television is turned on (col. 4, ll. 15-19). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by providing program recommendations when the television is turned on as taught by Barrett in order to facilitate the user in selecting programming.

14. Claim 63 is rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,088,722 to Herz et al. (Herz) in view of U.S. Patent 6,708,335 to Ozer et al. (Ozer).

Regarding claim 63, Herz teaches presenting advertisements, but is silent on how long the advertisement is displayed. Ozer teaches monitoring the length of time each advertisement is viewed (col. 10, ll. 28-43). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Herz by monitoring the length an advertisement is viewed as taught by Ozer in order to effectively gauge the response of viewers to advertisements (col. 3, ll. 43-56).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew Y Koenig whose telephone number is (703) 306-0399. The examiner can normally be reached on M-Th (7:30 - 6:30).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on (703) 305-4755. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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ayk



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PRIMARY EXAMINER